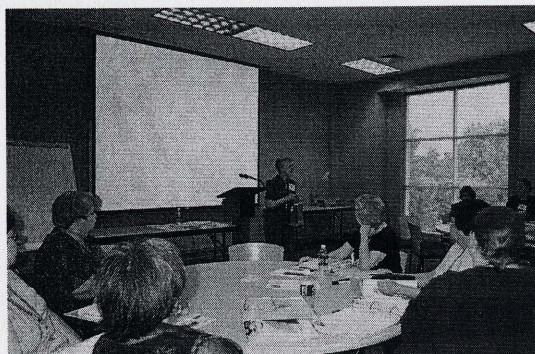


News and Views

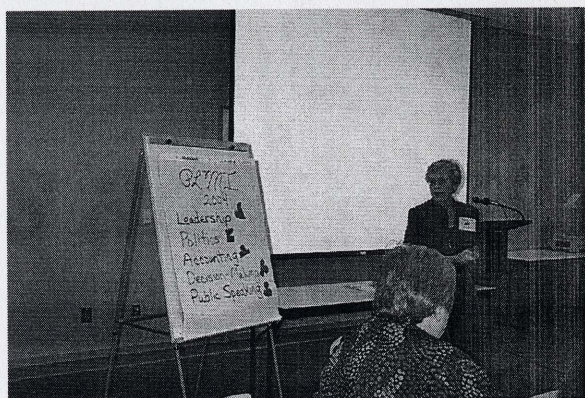
The Newsletter of the Tennessee Public Library Management Institute

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Remembering the Good Times from Last Year



What's on the Agenda for 2004

Here We Go Again!

On Monday morning, Assistant State Librarian Jane Pinkston opened the second year of the Public Library Management Institute with a review of last year's events. Some of the highlights included: "Sonny and Cher", Introverts and Extroverts, Managing Conflict, and the phrase "Weaned on a Dill Pickle"! Ms. Pinkston then went on to discuss the key topics for year two, which include leadership, politics, accounting, decision-making and public speaking.

The first assignment for the year was to decide on a new law pertaining to libraries, literacy or education. The Institooters were instructed to list the reasons behind their new law and to make sure the law itself was written in the proper language. The laws submitted by the Institooters included:

1. A law requiring 5% of sales tax from the state to be allocated to libraries in addition to their regional allocations.
2. A "Library Materials Protection Act" that seeks legal action against borrowers who fail to return their materials to the library.
3. A Tennessee Minimum Funding Mandate that requires 1% of the total revenue of the county to be allocated to libraries.

INSIDE THIS ISSUE

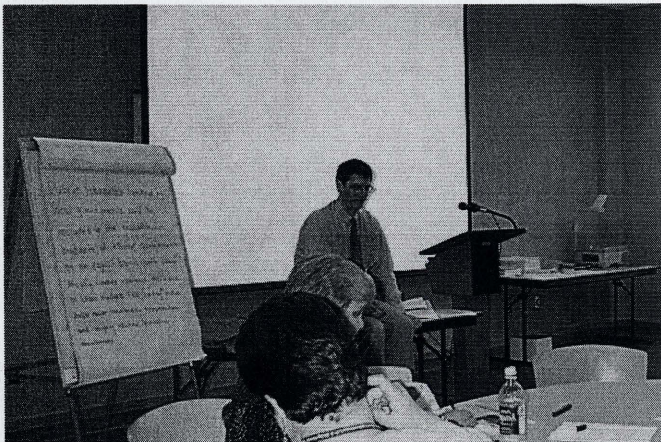
- 1 Welcome Back and Introduction to Year Two of the Institute by Jane Pinkston
- 2 Tennessee Legislature 101 with Nathan Ridley
- 3 Public Speaking with Arlene Adcock and Ones to Watch For
- 4 Public Speaking (cont'd) and Quotable Quotes

* Continued on Page 2

4. A law that requires equal funding for all community services funded with local budgets.
5. A law limiting the terms and adding requirements for becoming a library board member.
6. A law making the TN Minimum Standards for Non-Metropolitan Public Libraries a requirement rather than a simple set of guidelines.

It looks as though the Institute has already gotten off to a great start!

Nathan Ridley Provides Insight into the Tennessee Legislature



Nathan Ridley discussing the TN Legislature

Attorney and lobbyist Nathan Ridley from Boulton, Cummings, Conners, Berry, PLC spoke with insight and humor about the Tennessee Legislature. Mr. Ridley discussed the structure of the House of Representatives and the Senate. He stressed the importance of "time" in the legislative process. The vast number of proposed bills and interest groups

the legislators face each session can often divert their attention from one issue (such as library support) to another more urgent one (such as Tenn-Care) and thus affect the outcome of proposed changes and improvements.

Mr. Ridley discussed basic concepts and steps of the legislative process. According to Mr. Ridley, the Sponsor is the most important tool to have in the legislative process. A well-chosen Sponsor can be very effective at "championing" a cause.

The budgeting process was also included in Monday's discussion. Mr. Ridley described the State budget as a "moving force". He explained that there are basic functions and departments that must be covered by the budget (i.e. Appropriations Bill) every year (for example, funding for prisons, education, etc.). Local advocacy is vital for receiving increased funding and support from the state level.

Mr. Ridley also discussed some of the current issues recently facing the Tennessee Legislature. These included Tenn-Care Reform, Workers Compensation Reform, Teacher Pay Equity, and Methamphetamines.

Finally, Mr. Ridley stressed the need to hone messages to legislators – they should be clear, concise and compelling. The Institooters came away with a greater understanding of the Legislative structure in Tennessee and its process. This can help them achieve greater funding and support for their libraries in the future.

Arlene Adcock Gives Helpful Tips for Successful Public Speaking



Arlene Adcock shares an amusing story

Arlene Adcock wrapped up the Monday agenda with her spirited discussion on public speaking. She began by assigning the Institooters the task of developing their own "personal commercial" about their library and their duties as a librarian. This project was designed to help the Institooters instill the best

and most accurate descriptions of their libraries upon their audience. Repetition enables these descriptions to be carried forward by the Institooters' audience members to other audiences and thus help spread knowledge and support for their library.

Later in the day, Mrs. Adcock introduced the Institooters to some methods for effective speech making. Three important lessons to remember are: 1.) Be knowledgeable about your topic, 2.) Be comfortable while you are speaking and 3.) Be able to let the audience know you are enjoying speaking to them about your topic.

Some basic tips for approaching the stage for presenting a speech include:

1. Make sure you have a clear path to the podium/dais, etc. before you stand and walk forward.
2. Check your appearance one final time (if you have to eat beforehand, make sure you do not have any food stains, etc.).
3. Do not start talking until you have reached the podium/dais and have looked at the audience.

Ones to Watch Out For:



This just shows how "electronically dependent" we all are: what would we do without our cell phones?!!

Other tips involved how to adjust microphones and receive introductions without causing a disruption to the start or flow of the speech.

Mrs. Adcock stressed the need to prepare and practice your speech prior to delivery. She also reminded the Institooters to be aware of their physical appearance and the tone of voice they use when speaking to an audience. These can often have a greater impact than the words themselves.

Continued on page 4

Mrs. Adcock gave the Institooters some hints on sources of funding in their community. She suggested some of the businesses and cooperatives with a similar desire to help build the human resources in the community (for example, a rural electric cooperative).

Throughout her discussion, Mrs. Adcock emphasized the importance of "knowing your audience". She talked about the difference between task-oriented and people-oriented individuals. Task-oriented individuals say, "Just give me the facts" and people-oriented individuals say, "How do I feel about this?"

The Institooters were able to take home several useful tools for improving their public speaking skills. The Institooters will get to exercise some of these newly acquired skills in their individual presentations at the end of the week. These suggestions will be a great help in their preparations. We cannot wait to hear what they have to say!

Quotable Quotes

Throughout the week of the Public Library Management Institute, the "Institooters" and guests have several opportunities to voice their opinions and feelings about various things. Here are some "Quotable Quotes":

Someone once said 'Politics is show business for ugly people'.

- Nathan Ridley

He's why I have chemically dependent hair!

- Arlene Adcock,
about her son

58 and 99!!

Norma Humphries, her
code for her "bad"
words!